

## ORDER



WAVY

**Orders**  
**Order / Rev:** 218873  
**Alt Order #:**  
**Product Desc:** 11/1-11/6 NRSC  
**Estimate:**  
**Flight Dates:** 11/01/12 - 11/06/12  
**Original Date / Rev:** 10/31/12 / 10/31/12  
**Order Type:** REG

**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Strategic Media Services  
**Buying Contact:**  
**Billing Contact:**  
 3299 K Street Northwest  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/NRSC  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P1  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:** IN11305  
**Agency External ID:** IN13871/SP2622/AL1146

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	49	\$189,500.00	\$161,075.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	49	\$189,500.00	\$161,075.00	0.00
<b>Totals</b>	<b>49</b>	<b>\$189,500.00</b>	<b>\$161,075.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	11/01/12	11/06/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	MT--F--	:30	1	\$3,000.00	P1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$3,000.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2				\$3,000.00		0.00			
N 2	WAVY	11/05/12	11/06/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	MT-----	:30	2	\$6,000.00	P1	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$6,000.00		0.00			
N 3	WAVY	11/01/12	11/06/12	Today Show M-F Today Show M-F	CM	7a-9a	MT-TF--	:30	1	\$6,000.00	P1	0.00	NM	5	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$6,000.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		4				\$6,000.00		0.00			
N 4	WAVY	11/01/12	11/06/12	Today Show 2 Today Show 2	CM	9a-10a	MT-TF--	:30	1	\$2,500.00	P1	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$2,500.00		0.00			
		Week: 11/05/12	11/11/12	MT-----		2				\$2,500.00		0.00			
N 5	WAVY	11/05/12	11/06/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	MT-----	:30	2	\$1,000.00	P1	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		2				\$1,000.00		0.00			
N 6	WAVY	11/01/12	11/05/12	WAVY News 10 @ Noon	CM	12p-1p	M--TF--	:30	1	\$1,500.00	P1	0.00	NM	2	\$3,000.00

Order / Rev: 218873  
Alt Order #:  
Flight Dates: 11/01/12 - 11/06/12

Advertiser: POL/NRSC  
Product Desc: 11/1-11/6 NRSC  
Estimate:  
**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
News 10 @ Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$1,500.00		0.00			
N 7	WAVY	11/01/12	11/06/12	Days of Our Lives	CM	1p-2p	MT-TF--	:30	1	\$1,500.00	P1	0.00	NM	2	\$3,000.00
Days of Our Lives															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$1,500.00		0.00			
N 8	WAVY	11/01/12	11/06/12	M-F 4-5p	CM	4p-5p	MT-TF--	:30	1	\$1,500.00	P1	0.00	NM	2	\$3,000.00
M-F 4-5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$1,500.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$1,500.00		0.00			
N 9	WAVY	11/01/12	11/06/12	WAVY News 10 @5p	CM	5p-530p	MT-TF--	:30	1	\$4,000.00	P1	0.00	NM	3	\$12,000.00
News 10 @5p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$4,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$4,000.00		0.00			
N 10	WAVY	11/01/12	11/06/12	WAVY News 10 @530p	CM	530p-6p	MT-TF--	:30	1	\$5,000.00	P1	0.00	NM	3	\$15,000.00
News 10 @530p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$5,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$5,000.00		0.00			
N 11	WAVY	11/01/12	11/06/12	WAVY News 10 @6p	CM	6p-630p	MT-TF--	:30	1	\$6,000.00	P1	0.00	NM	3	\$18,000.00
News 10 @6p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$6,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$6,000.00		0.00			
N 12	WAVY	11/05/12	11/05/12	NBC Nightly News WKD	CM	630p-7p	M-----	:30	1	\$10,000.00	P1	0.00	NM	1	\$10,000.00
NBC Nightly News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$10,000.00		0.00			
N 13	WAVY	11/01/12	11/05/12	M-F 7-730p	CM	7-730p	M-TF--	:30	1	\$4,000.00	P1	0.00	NM	3	\$12,000.00
M-F 7-730p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$4,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$4,000.00		0.00			
N 14	WAVY	11/01/12	11/05/12	M-F 730-8p	CM	730-8p	M-TF--	:30	1	\$4,000.00	P1	0.00	NM	3	\$12,000.00
M-F 730-8p															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---TF--		2				\$4,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$4,000.00		0.00			
N 15	WAVY	11/02/12	11/05/12	LN M-F	CM	11p-1130p	M--F--	:30	1	\$6,000.00	P1	0.00	NM	2	\$12,000.00
M-F News 10 @11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--		1				\$6,000.00		0.00			
		Week: 11/05/12	11/11/12	M-----		1				\$6,000.00		0.00			
N 16	WAVY	11/03/12	11/03/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
WAVY News 10 Sa 6a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$2,000.00		0.00			
N 17	WAVY	11/03/12	11/03/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$3,000.00	P1	0.00	NM	1	\$3,000.00
WAVY News 10 Sa 7a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$3,000.00		0.00			
N 18	WAVY	11/03/12	11/03/12	Today Show Sa	CM	8a-10a	-----S-	:30	2	\$4,000.00	P1	0.00	NM	2	\$8,000.00
Today Show Saturday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$4,000.00		0.00			

Order / Rev: 218873  
 Alt Order #:  
 Flight Dates: 11/01/12 - 11/06/12

Advertiser: POL/NRSC  
 Product Desc: 11/1-11/6 NRSC  
 Estimate:

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N19	WAVY	11/03/12	11/03/12	Sa 7-8p Sa 7-8p	CM	7p-8p	-----S-	:30	1	\$1,500.00	P1	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----S-		1				\$1,500.00		0.00		
N20	WAVY	11/03/12	11/03/12	SNL Saturday Night Live	CM	1130p-103a	-----S-	:30	1	\$2,500.00	P1	0.00 NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----S-		1				\$2,500.00		0.00		
N21	WAVY	11/04/12	11/04/12	WAVY News 10 Sunday 6a WAVY News 10 Sunday 6a	CM	6a-7a	-----S	:30	1	\$2,000.00	P1	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----S		1				\$2,000.00		0.00		
N22	WAVY	11/04/12	11/04/12	WAVY News 10 Sunday 7a WAVY News 10 Sunday 7a	CM	7a-8a	-----S	:30	1	\$3,000.00	P1	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----S		1				\$3,000.00		0.00		
N23	WAVY	11/04/12	11/04/12	Today Show Sunday Today Show Sunday	CM	8a-9a	-----S	:30	1	\$4,000.00	P1	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----S		1				\$4,000.00		0.00		
N24	WAVY	11/04/12	11/04/12	WAVY News 10 Sun 6p WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	1	\$3,000.00	P1	0.00 NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/29/12	11/04/12	-----S		1				\$3,000.00		0.00		
Totals													49	\$189,500.00